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James P. Naughton
Signature
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Technology Center 2100

Our Case No. 9623/418

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Charles McElfresh et al.

Serial No.: 09/285,929

Filing Date: April 2, 1999

For: METHOD AND SYSTEM FOR
OPTIMUM PLACEMENT OF
ADVERTISEMENTS ON A
WEBPAGE

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) Examiner: Stephen S. Hong
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) Group Art Unit No.: 2178
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AMENDMENT AND RESPONSE

Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

This paper is timely filed on April 11, 2003 in response to the non-final Office
Action dated January 15, 2003. Applicants respectfully request reconsideration of the
application in view of the amendment and remarks provided below.

06/09/2003 WHEREDIT 00000003 231925 09285929
01 FC:1202 684.00 CH
02 FC:1201 876.00 CH